

Safe Sociable London Partnership

Care about others, care about yourself, care about your drinking

Alcohol Awareness Week: Identification and Brief Advice (IBA) Resource Pack 18 – 24 November 2013

Safe Sociable London Partnership – About Us

Safe Sociable London Partnership (SSLP) is a London Partnership established by boroughs, Public Health England and the Greater London Authority (GLA) to support alcohol improvement work at local and regional level in London. We are a continuation of the very successful work undertaken for the London Health Improvement Board in 2012-2013.

Our vision is for London to be an even better place to live, work, visit and enjoy. A London with a healthy respect for alcohol and for each other. A city with a happy, sociable, safe heart without the problems of excessive drinking.

National Alcohol Awareness Week

Alcohol Concern's Alcohol Awareness Week is an annual event to raise awareness of alcohol related harm. The theme for this year's Alcohol Awareness Week is 'Conversations about alcohol'. The aim of the Alcohol Awareness Week is to get people thinking about alcohol – how it affects us as individuals, families, communities and society. At the Safe Sociable London Partnership we are taking the opportunity to encourage local partners to think more about how they can implement Identification and Brief Advice (IBA) during Alcohol Awareness Week and beyond.

Who can take part?

It doesn't matter if you are a third sector organisation, local authority, large corporation, small and medium enterprise, NHS organisation, treatment provider, school, colleges or universities – any one and any organisation can take part in alcohol awareness week.

What is Identification and Brief Advice (IBA)?

Identification and Brief Advice (IBA) is a simple and cost effective health intervention that can reduce at-risk drinking. IBA allows individuals to be screened and then an appropriate response given ranging from congratulating a person for drinking at lower-risk levels, delivering 'simple brief advice' through to encouraging referrals to a specialist service.

The effectiveness of IBA has been proven in 56 clinical trials conducted over the last 30 years, with an estimate that 1 in 8 interviewees go on to reduce their alcohol consumption to within lower risk levels.

IBA delivery tools

There are various proven and effective tools for the screening or 'Identification' aspect of IBA in various settings. These tools are:

- AUDIT: Alcohol Use Disorders Identification Test
- AUDIT-C: Alcohol Use Disorders Identification Test Consumption (revised form of AUDIT)
- FAST: Fast Alcohol Screening Test
- M-SASQ: Modified Single Alcohol Screening Question
- PAT: Paddington Alcohol Test
- SADQ: Severity of Alcohol Dependence Questionnaire

The 'Brief Advice' refers to structured advice being given by a non-alcohol specialist over a 5-10 minutes period. This intervention is effective for increasing and high risk drinkers but

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not dependent drinkers. Simple brief advice is not treatment. It rather encourages reflection on consumption that can lead to positive changes.

Examples of Brief Advice leaflet and tools:

- [Change 4 Life: Don't let drinks sneak up on you](#)
- [How much is too much?](#)
- [Your drinking and you](#)
- [Drinking causes damage you can't see](#)
- [Don't Bottle it Up](#)

IBA Scratch cards as engagement tool

IBA scratch cards are scratch cards with the AUDIT-C questions. These cards can be used to delivery initial screening and engage individual in further screening (the full AUDIT questions) and brief interventions.

A project delivered over the Christmas period of 2012/13 in London by the Safe Sociable London Partnership and Pharmacy London distributed 220,000 IBA scratch cards through participating pharmacies across London¹, this translated into nearly 24,000 full IBAs being delivered in pharmacy settings. The targeting and method of providing the scratch cards to pharmacy customers differed amongst pharmacies, but the result of 1 in 10 people being given a scratch card opting to do a full IBA with their pharmacy indicates that the scratch card may have acted as a useful engagement tool. Other pharmacy groups have used IBA scratch cards effectively as a way to engage with their clients in further IBA.

Southampton has used IBA scratch cards in both pharmacy and A&E settings with some success. Both programmes are on-going and have become embedded to some level in the two settings, although high rates of change in A&E staff have required continuous training and engagement work. Pharmacy rates indicate a good programme, and A&E rates have shown vast improvement in IBA delivery – with a 50% delivery being a high point, this being a much higher rate than has previously been achieved in A&E settings.

London Minimum Standard for delivering IBA

Safe Sociable London Partnership commissioned Alcohol Concern to develop minimum standards for the delivery of IBA across four settings in London:

- Evidence of Effectiveness and IBA Minimum Standard in Community Health Setting
- Evidence of Effectiveness and IBA Minimum Standard in Hospital setting
- Evidence of Effectiveness and IBA Minimum Standard in Criminal Justice System
- Evidence of Effectiveness and IBA Minimum Standard in Social Care Setting

The minimum standards will be published soon on our Twitter account [@SSLP1](#)

IBA Commissioning Guidance

Safe Sociable London Partnership has also commissioned Gecko: Social Health Outcomes to develop IBA Commissioning guidance to support commissioners to effectively commission strategic IBA delivery in their boroughs or organisations. We will soon be publishing this on our Twitter account [@SSLP1](#)

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Useful materials to download

- [Alcohol Concern – Alcohol Awareness Week](#)
- [Alcohol Effects poster – female](#)
- [Alcohol Effects poster – male](#)
- [Alcohol Effects poster – units](#)
- [AUDIT](#)
- [AUDIT-C](#)
- [FAST](#)
- [PAT](#)
- [SADQ](#)
- [M-SASQ](#)

Further information

You can find out more about IBA by visiting the websites below:

- <http://www.alcohollearningcentre.org.uk/>
- <http://alcoholiba.com/>
- <http://www.alcoholpolicy.net/>
- <http://www.sips.iop.kcl.ac.uk/>
- <http://www.alcoholconcern.org.uk/>

Contact us

If you would like find out how we can support you with planning and implementing the delivery of IBA to your clients and in your organisation, please contact:

Ruth Adekoya: ruth.adekoya@cityoflondon.gov.uk

For latest news and updates on our work programme:

Twitter: [@SSLP1](https://twitter.com/SSLP1)

ⁱ This was delivered in all boroughs in London except for Lambeth, Hammersmith and Fulham and Harrow as existing programmes were operating in these boroughs as part of a PhD research thesis.